NUCLEUS
RESEARCH

MAXIMIZING SMB SKILL GAIN WITH HUBSPOT ACADEMY

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THE BOTTOM LINE

Upskilling and reskilling a workforce is tedious and expensive, especially as employees work from home. However, a need to maximize revenue with fewer resources and quickly get new hires up to speed has led to high demand for cost-effective, cloud-based learning platforms. With expertise in the small and midsized business space, HubSpot Academy is a learning platform that helps users quickly adopt other HubSpot solutions, in addition to aligning sales, marketing, and service teams and enabling organizations to upskill and reskill teams in these areas at no extra cost. Nucleus found that one HubSpot Academy customer was able to reduce average new hire training time by more than 90 percent upon deployment of the solution.

OVERVIEW

The unique, high-volume hiring landscape that organizations have faced amid the downturn has proven that it is here to stay for the long term. This has presented obstacles to identifying and hiring the best candidates for given positions, and employers have found that internal development is more valuable now than ever. Much of the boundary surrounding employee advancement is comprised of skill gaps that have been created as many workforces remain remote and upskilling and reskilling become more costly and difficult, especially for small and midsized businesses (SMBs).

Third-party training and certification programs can cost organizations up to $1 million.

As organizations look to maximize employee development while operating with fewer resources, learning solutions that offer on-demand content that is simple to access and adopt are a cost-effective alternative compared to third-party training and certification providers. HubSpot, a provider of customer relationship management (CRM) and marketing automation software, delivers even more value to its customers' sales, service, and marketing teams through HubSpot Academy, a learning platform that facilitates adoption, integrates with the vendors CRM, Sales Hub, Marketing Hub, Service Hub, and Content Management System (CMS) Hub, and delivers value at no extra cost.

HUBSPOT ACADEMY

The HubSpot Academy learning center is a web-based learning platform that covers a myriad of topics within inbound marketing, sales, and customer service and is free of cost for teams using HubSpot's other products. The platform offers software training and more than 400 courses, providing users with a variety of engaging, intuitive content that is available in four languages. Additionally, course materials such as transcripts and slides are also made available. After completing course modules, users are given a series of quiz questions to ensure that they fully comprehend concepts as they progress through course modules. Many courses also offer valid certifications upon completion. Although HubSpot Academy facilitates on-demand, self-paced learning, users can go to the team tab to track their own progress as well as that of their colleagues.

KEY BENEFIT AREAS

Upon interviewing HubSpot customers, Nucleus found 3 key benefit areas resulting from the use of HubSpot Academy.

Avoided costs. HubSpot's cost-effectiveness is a main driving factor in customers' decision to deploy the vendor's solutions. Nucleus found that depending on the scale, third-party training and certification programs can cost organizations up to $1 million. Even less costly, web-based alternatives such as Coursera and Udemy can cost organizations hundreds of thousands of dollars. HubSpot Academy offers customers a broad range of learning content at no extra cost, allowing users to take advantage of the full breadth of development resources with minimal restriction.

Onboarding efficiency. New hires, especially those working remotely, face difficulty when adopting new systems. In addition to its courses on topics such as inbound marketing, HubSpot Academy also offers users courses that teach them how to use other HubSpot software, most notably the vendor's CRM solution. Easily accessible, on-demand training can maximize employee engagement early on in the lifecycle. Additionally, upon a review of learning deployments, Nucleus found that on average, organizations that leverage on-demand training solutions can save new hires more than 15 hours, allowing for a shortened employee time-to-value.

Increased revenue opportunities. By both upskilling and reskilling their workforces, organizations can increase overall employee productivity and development, especially with certifications, which serve as an incentive to complete courses. Additionally, the ability for employees to view their team members' progress drives competition. This can lead to expanded revenue opportunities as employees take on higher-value work. Additionally, synchronizing the development of sales, marketing, and service teams across the organization can enable further growth.

CUSTOMER EXPERIENCE

MARKETING AGENCY

This agency has been using the HubSpot CRM and Marketing Hub paired with HubSpot Academy for approximately 4 years with more than 20 users on the system. The organization primarily uses HubSpot to train new hires on the CRM, which has been especially valuable as operations remain remote. Additionally, users can train themselves on marketing best practices and seek advice not only from HubSpot support, but the user community outside of the formal Academy setting. Users noted that the combined use of

HubSpot Academy and the HubSpot CRM better prepare employees to maximize the value of the system and take on more high-value tasks. Additionally, Nucleus found that new hire training has been reduced from an average of one month to about five to six hours through the use of the solution and clear-set objectives that lower the initial learning curve associated with onboarding.

LOOKING AHEAD

In person training and certification programs will face further decline as they are rivalled by on-demand, cloud-based alternatives. This has been intensified by the permanent shift to remote work in many industries, where it is not only easier to train employees with software, but increasingly cost-effective when compared to traditional certification programs. As a cost-free add-on, HubSpot Academy allows HubSpot customers, particularly SMBs, to maximize the value of their existing system while providing employees with the extra tools required for development.